

Advertising in South Africa

<https://marketpublishers.com/r/A59E70240E7EN.html>

Date: April 2024

Pages: 54

Price: US\$ 350.00 (Single User License)

ID: A59E70240E7EN

Abstracts

Advertising in South Africa

Summary

Advertising in South Africa industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services.

The South African advertising industry registered revenues of \$3,590.1 million in 2023, representing a compound annual growth rate (CAGR) of 5.3% between 2018 and 2023.

The retailer segment accounted for the industry's largest proportion in 2023, with total revenues of \$1,004.7 million, equivalent to 28.0% of the industry's overall value.

South Africa captured a share of 0.5% share of the global advertising industry in 2023.

Scope

Advertising in South Africa

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the advertising market in South Africa

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the advertising market in South Africa

Leading company profiles reveal details of key advertising market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the South Africa advertising market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the South Africa advertising market by value in 2023?

What will be the size of the South Africa advertising market in 2028?

What factors are affecting the strength of competition in the South Africa advertising market?

How has the market performed over the last five years?

Who are the top competitors in South Africa's advertising market?

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